



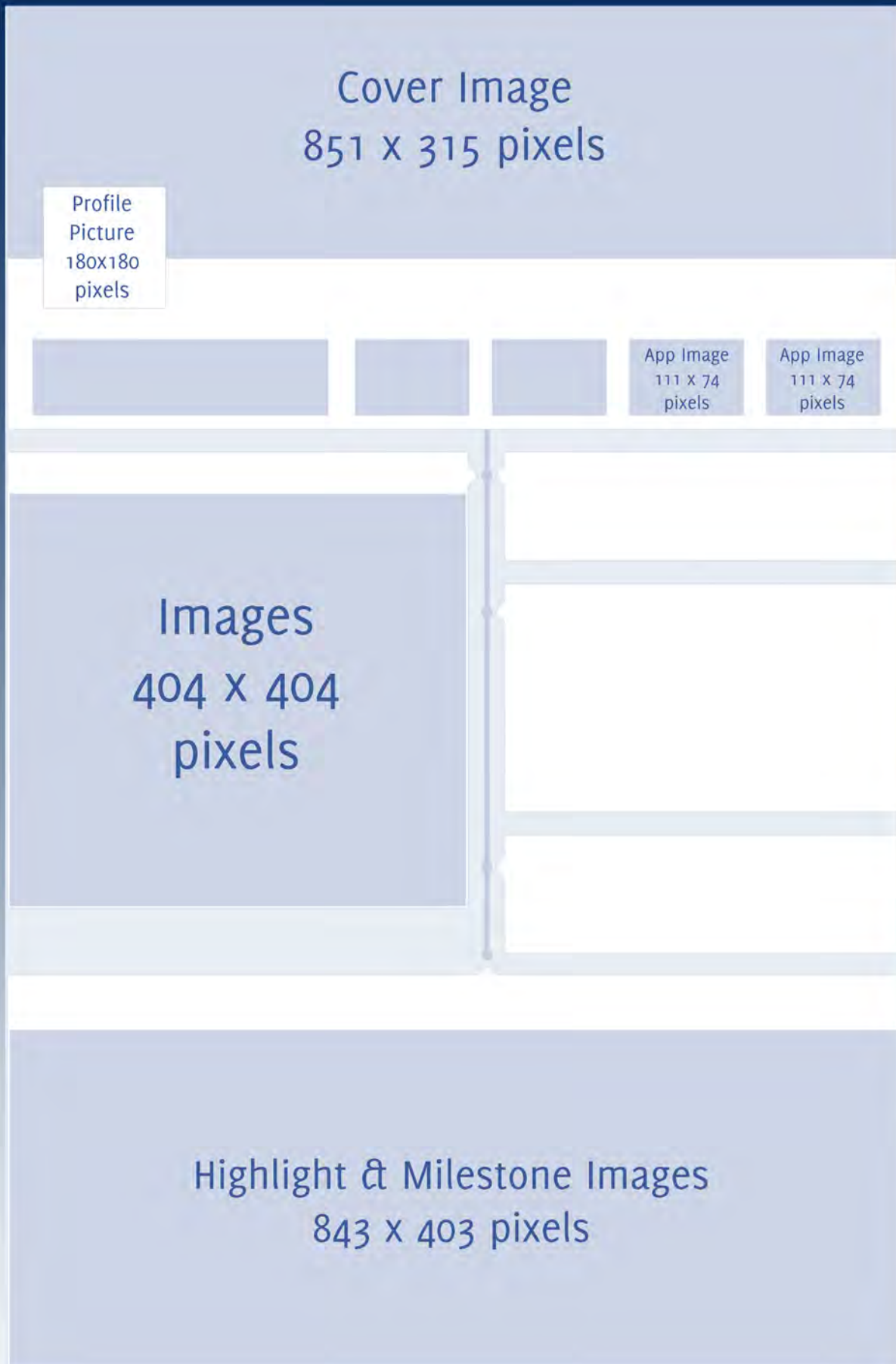
Expansion in Action:
*How to Use Facebook
to Expand Your Ministry*

7 Facebook Tips Every Expanding Ministry Must Know

- ✓ Facebook is a tool NOT a toy.
- ✓ Consistency creates credibility (and crowds).
- ✓ Be real, relevant, and RELATABLE!
- ✓ Remember: Expansion is a process.
(Encounter + Experience = Journey in Transformation)
- ✓ To everything there is a purpose.
(Inspire, Inform, Invite)
- ✓ The goal for every post is to gain likes, shares, or comments.
- ✓ Image is EVERYTHING!
Keep careful guard of yours.



Facebook Timeline Image Dimensions



Facebook Timeline Image Dimensions

Cover photos cannot include:

- A. Price or purchase information such as “40% off” or “Download it at our website”
- B. Contact information such as a website address, email, mailing address, or information that should go in your Page’s “About” section.
- C. References to Facebook features or actions, such as “Like” or “Share” or an arrow pointing from the cover photo to any of these features.
- D. Calls to action, such as “Get it now” or “Tell your friends”.

Covers must not be false, deceptive or misleading, and must not infringe on third parties’ intellectual property.

Read more at:

http://ads.ak.facebook.com/ads/FacebookAds/Pages_Product_Guide_022812.pdf



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